



Season's Greetings,

I write to you today in the hope of inspiring you to see Christmas through a very delicate lens: through the eyes of a child living in poverty.

The fragile economy has buoyed the hopes of many people who have struggled this past year. For children and families whose fortunes may not have risen to meet their financial demands, the struggle continues. As a parent, knowing you cannot provide for your children is an incredibly heavy weight to bear - especially at a time when children are making holiday wishes with the belief that someone is going to fulfill them.

Far too often we believe that it's only the gift a child responds to. In reality the true joy is in the anticipation – that wonderful feeling leading up to Christmas morning. A child dreaming of something special, and hoping it will be there.

That's the gift you provide with your donation to the CHRISTMAS TREE OF HOPE campaign. For 45 years, the CHRISTMAS TREE OF HOPE has been ensuring children and families in our community experience the joy of knowing they are loved and cared for. Through our official registered charity, THE CHILDREN'S FUND, over \$6 million has been channeled into local Christmas programs and services, right here in our community. All monies we receive benefit our greater Hamilton/Burlington communities. THE CHILDREN'S FUND consists of volunteer board members, and all radio and online content is courtesy of Corus Entertainment Inc. A heart-warming contribution, particularly during the holiday season.

We couldn't do it, without your support. I understand you may not be able to contribute as greatly as you may have in previous years, but THE CHILDREN'S FUND is counting on you to "give where you live". Financial contributions are greatly appreciated. Please make cheques payable to: The CHML CHILDREN'S FUND IN TRUST and mailed to CHML, Suite 900, 6-875 Main Street West, Hamilton, Ontario, L8S 4R1. Tax receipts available for donations over \$20.00, and will be mailed in February 2022.

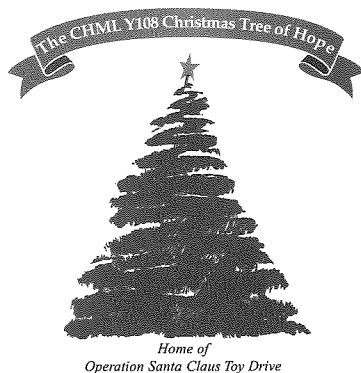
Thanks to your generosity, THE CHILDREN'S FUND is able to support children's initiatives at Christmas time and throughout the year. Thank you in advance for your consideration.

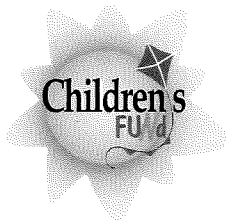
Sincerely,

A handwritten signature in cursive that reads "Olivia Mackay".

Olivia Mackay, President
CHILDREN'S FUND

c/o AM900 CHML / Y108 / 953 Fresh FM
875 Main Street West, Suite 900, Hamilton, Ontario L8S 4R1 • Phone: 905 521 9900
Charitable Number: 11922 2578 RR0001





GIVE THE GIFT OF "ANTICIPATION" TO A CHILD THIS CHRISTMAS.

It's not always about the gift. To a child, simply knowing someone cares enough to put something under the tree is part of the magic.

Your donation of cash or toys helps ensure the CHML/Y108/95.3 Energy Radio Christmas Tree of Hope can bring that joy to a child.

TO DONATE CASH

YES, I would like to make a difference in a child's life! Please accept my gift to **CHML/Y108/95.3 Energy Radio Children's Fund** in the amount of:

\$20.00 \$50.00 \$75.00 Other _____

Name: _____

Address: _____

Postal Code: _____ Phone: _____

Email: _____

Paid by Cheque Visa MasterCard Amex

Card No. _____ Exp. _____

Signature _____

MAKE CHEQUES PAYABLE TO CHML CHILDREN'S FUND IN TRUST.

A receipt for income tax purposes will be sent to you for donations of \$20.00 or more. Registered Charity #11922 2578 RR0001

Or text **DONATE** to 30333 to make a \$5.00 or \$25.00 donation.

For full details, visit the Children's Fund microsite at 900CHML.com or call Olivia Mackay at 905-521-2310. Please send all cheques to 875-6 Main Street West, Hamilton, L8S 4R1

